

in response to receipt of a request for manufacturer incentives to purchase one of a product and a service offered by a manufacturer transmitted from a [client] consumer computer over the Internet to a Web site of a retailer, transmitting said request from said Web site of said retailer over the Internet to a remote Web site;

in response to receipt of said request at said remote site, transmitting from said remote site over the Internet to said Web site of said retailer a list of manufacturer incentives; and

in response to receipt of said manufacturers incentives at said Web site of said retailer, transmitting over the Internet to said [client] consumer computer said list of manufacturers incentives.--.

REMARKS

Favorable reconsideration of the present application in light of the above amendment and in light of the following discussion is respectfully requested.

Claims 24-31, 34, 36-43, 46, 48 and 49 are presently active in the case, with Claims 32, 33, 35, 44, 45 and 47 cancelled and with Claims 24-31, 34, 36-43, 46, 48 and 49 amended, by way of the present amendment, without the introduction of new matter.

In a present Office Action, (i) Claims 25, 27 and 39 were objected to, based on a finding of informalities; (ii) Claim 25 was rejected under 35 U.S.C. §112, second paragraph, based on a finding of indefiniteness; (iii) Claims 28, 34, 40 and 46 were rejected under 35 U.S.C. §102(e) as being anticipated by Sloane (5,918,211); and (iv) Claims 24-27, 29-31, 36-39, 41-43, 48 and 49 were rejected under 35 U.S.C. §103(a) as being unpatentable over Sloane in view of Allsop et al (5,970,472).

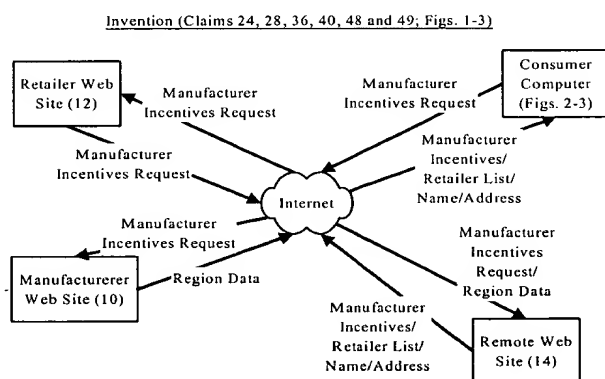
First, Applicants wish to thank Examiner Robinson-Boyce and SPE Hafiz for personally discussing the outstanding issues in the present case with Applicant's representative on December 20, 2000. Although no agreement was reached, Applicant's

representative noted what are believed to be patentably distinguishing features of the claimed invention over the applied references, taken alone or in combination, as will now be further discussed herein. The Examiner agreed to carefully consider Applicants' arguments, review the prior art applied in her rejections and perform an updated search, if necessary.

In response to items (i) and (ii) above, Claims 24-31, 34, 36-43, 46, 48 and 49 have been amended to correct the noted and discovered informalities. Applicants submit that no new matter is introduced and that all of the present claims are in compliance with 35 U.S.C. §112. If, however, the Examiner disagrees, the Examiner is invited to contact the undersigned who will be happy to work with the Examiner in a mutual effort to derive satisfactory claim language.

Applicants submit that the present independent claims and claims dependent therefrom are patentably distinguishable over Sloane, alone or in combination with Allsop et al, based on the following discussion.

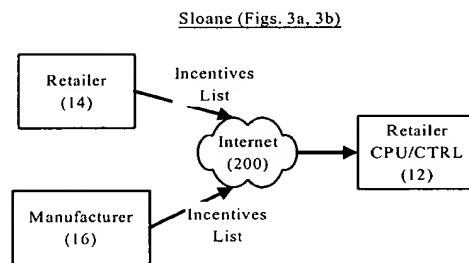
Applicants submit that Sloane, alone or in combination with Allsop et al, fail to teach or suggest the claimed invention, as recited in independent Claims 24, 28, 36, 40, 48 and 49, as shown in, for example, the below figure (see, e.g., Figs. 1-3 and the discussion in Applicants' disclosure thereof).



According to the claimed invention, as recited in independent Claims 24, 28, 36, 40, 48 and 49, a consumer computer requests manufacturer incentives for purchase of goods or services from a retailer Web site or a manufacturer Web site. The request is forwarded (or region data is forwarded if the request is made at the manufacturer Web site) to a remote Web site. The remote Web site receives the request or region data and transmits the requested incentives (and retailer list/names/addresses if the request is made at the manufacturer Web site) to the manufacturer Web site or the retailer Web site, which forwards the information to the consumer computer.

Applicants submit that the above-noted features are neither taught nor suggested by Sloane, alone or in combination with Allsop et al.

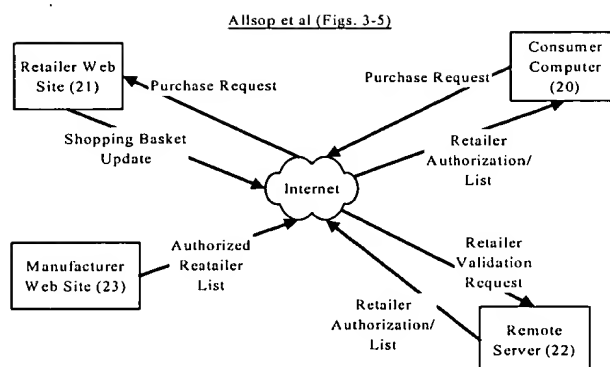
In contrast, Sloane merely teach transmitting incentive information from a retailer or a manufacturer to a retailer computer for point-of-sale processing of incentives for consumers via wireless communications and a portable scanner device, as shown in the below figure (see Figs. 2-3 and column 7, line 4 to column 8, line 12, of Sloane).



However, Applicants submit that Sloane, alone or in combination with Allsop et al., fails to teach or suggest the noted features of the claimed invention.

Similarly, Applicants submit that although Allsop et al teach providing retailer sites authorized by manufactures to consumers, as shown in the below figure, Sloane alone or in combination with Allsop et al, fail to teach or suggest the noted features of the claimed

invention.



Applicants submit that Allsop et al teach a method to authorize a retailer based on a purchase request made by a consumer at the retailer Web site or sending a list of authorized retailers to a consumer at a manufacturers Web site. When the consumer shopping basket is updated, this triggers a retailer validation request to a server, which transmits to the consumer an authorization. An authorized retailer list may also be transmitted to a consumer from a manufacturer Web site. Lists of authorized retailers are transmitted to the server from the manufacturer Web site. See Figs. 3-5 and column 4, line 54 to column 9, line 21 of Allsop et al). However, Applicants submit that Allsop et al, alone or in combination with Sloane, fail to teach or suggest the noted features of the claimed invention.

With respect to independent Claims 34 and 46, Applicants submit that Sloane fails to teach or suggest updating a manufacturers incentives database storing data defining manufacturers incentives including graphical image data corresponding to the manufacturers incentives with the manufacturer incentive data, as shown in, for example, Fig. 5 and the discussion in Applicants' disclosure thereof.

In contrast, Sloane merely teach transmitting incentive information from a retailer or a manufacturer to a retailer computer but fails to teach or suggest the noted features of the

claimed invention (see Figs. 3a and 3b and column 7, lines 4-40 of Sloane).

Applicants submit that the claimed invention advantageously provides an improved method, system and computer readable medium for distributing product incentives to consumers over a communication network and for updating incentive information, as compared to conventional methods and systems.

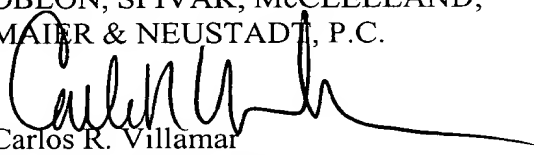
Applicants submit that Sloane and Allsop et al, alone or in combination, fail to teach or suggest the noted features of the claimed invention.

Based on the above discussion, Applicants submit that the independent claims and claims dependent therefrom are patentably distinguishable over Sloane, alone or in combination with Allsop et al.

Consequently, in view of the present amendment, no further issues are believed to be outstanding in the present application. The present application is believed to be in condition for formal allowance. An early and favorable action is therefore respectfully requested.

Respectfully submitted,

OBLON, SPIVAK, McCLELLAND,
MAIER & NEUSTADT, P.C.



Carlos R. Villamar
Registration No. 43,224



22850

(703) 413-3000

Fax #: (703) 413-2220

I:\atty\CRV\7791\77910103.am; RAN:CRV:abs